U.S. Application No. 09/751,809 Examiner Brown, Art Unit 2611
Response to November 2, 2005 Office Action

AMENDMENT TO THE CLAIMS

1.   (Cancel)

2.   (Cancel)

3.   (Cancel)

4.   (Cancel)

5.   (Cancel)

6.   (Currently Amended) A method for ~~formulating and delivering data for use in~~ controlling the presentation of a program ~~and portions thereof~~, the method comprising:

    receiving ~~formulating frames of~~ a batch of program data associated ~~and associating each frame~~ with a ~~discrete portion of~~ the program~~, wherein the program data comprises content and control data, the content data describing attributes of the discrete portion of program to which the content data is associated, the control data comprising control instructions to alter a display screen at coordinates specified by the control data~~;

    scanning the batch of program data to determine how much of the program data will be blocked;

    when an amount of blocked program data exceeds a threshold, then blocking the entire program

        ~~delivering the program data to a transmission facility; and~~

        ~~distributing the program data to viewers~~.

7.   (Currently Amended) The method of claim 6, wherein the threshold is defined in a unit of time, such that when the amount of blocked program data exceeds the threshold time, then the entire program is blocked ~~further comprising blocking a portion of the display screen at the coordinates specified by the control data~~.

8.   (Currently Amended) The method of claim ~~7~~ 6, wherein the threshold is defined as a percentage of the program, such that when the amount of blocked program data exceeds

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the threshold percentage, then the entire program is blocked ~~further comprising blurring a portion of the display screen at the coordinates specified by the control data~~.

9.   (Currently Amended) A method for ~~formulating and delivering data for use in~~ controlling the presentation of a program ~~and portions thereof~~, the method comprising:

receiving a batch ~~formulating frames~~ of program data embedded in a channel carrying an electronic programming guide ~~and associating each frame with a discrete portion of the program, wherein the program data comprises content and control data, the control data comprising control instructions to alter a display screen at coordinates specified by the control data~~;

scanning the batch of program data in advance to determine how much of the program data will be blocked according to a rating in a user profile;

when an amount of blocked program data exceeds a threshold, then blocking the entire program; and

allowing the user to change the rating to unblock the program

~~delivering the program data to a transmission facility;~~

~~distributing the program data to viewers by embedding the program data in a channel carrying an Electronic Programming Guide~~.

10.   (Cancel)
11.   (Cancel)
12.   (Cancel)
13.   (Cancel)
14.   (Cancel)
15.   (Cancel)
16.   (Cancel)
17.   (Cancel)
18.   (Cancel)

19.   (Currently Amended) A method of remotely controlling presentation of a program to a viewer, the method comprising:

receiving a batch of ~~sending~~ program data ~~over a communications network to~~ at a consumer electronics ~~("CE")~~ device associated with the viewer;

scanning the batch of program data in advance to determine how much of the program data will be blocked according to a rating in the viewer's profile;

when an amount of blocked program data exceeds a threshold, then blocking the entire program; and

receiving from the viewer an instruction to change the rating ~~alter the program according to the viewer's presentation preferences; and~~

~~sending control instructions to alter a portion of a display screen at coordinates specified by the control instructions.~~

20.   (Currently Amended) A method for ~~formulating and delivering data for use in~~ controlling presentation of a program ~~and portions thereof~~, the method comprising:

receiving a batch of program data associated with ~~a discrete portion of~~ the program, ~~the program data comprising control instructions that alter a portion of a display screen at specified coordinates~~;

scanning the batch of program data in advance to determine how much of the program data will be blocked according to a rating in the viewer's profile;

when an amount of blocked program data exceeds a threshold, then accessing alternate content to replace the blocked program data ~~selected by the viewer; and~~

~~replacing only the portion of the display screen with the alternate content.~~

21.   (Currently Amended) The method of claim 20, wherein the threshold is defined in a unit of time, such that when the amount of blocked program data exceeds the threshold time,

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then the entire program is blocked and replaced by ~~replacing the portion of the display screen comprises locally accessing~~ the alternate content.

22.   (Currently Amended) The method of claim 20, wherein the threshold is defined as a percentage of the program, such that when the amount of blocked program data exceeds the threshold percentage, then the entire program is blocked and replaced by ~~further comprising indicating when the portion of the display screen has been modified with~~ the alternate content.

23.   (Currently Amended) The method of claim 20, further comprising scanning the batch of program data in advance to determine how much of the program data will be modified according to the rating in the viewer's profile ~~wherein replacing the portion of the display screen comprises blocking the portion~~.

24.   (Currently Amended) The method of claim ~~20~~ 23, wherein if the amount of modified program data exceeds the threshold, then blocking the entire program ~~replacing the portion of the display screen comprises blurring the portion~~.